How to Create Amazon Posts – A Visual Content Strategy for Sellers

If you're looking to increase your brand's visibility on Amazon, one of the most effective tools is **Amazon Posts for sellers**. These Instagram-style content pieces appear on product pages and drive engagement and discovery. But how exactly do you create them?

Here's your complete guide on **how to create Amazon posts** to elevate your product presence and boost conversions.

✅ What Are Amazon Posts?

Amazon Posts is a **free feature (currently in beta)** that lets **Brand Registered** sellers and vendors share lifestyle imagery and promotional content directly on Amazon — much like a built-in social media feed.

They appear on:

- Product detail pages

- Related product carousels

- Your brand's **Amazon Storefront**

- Category-based feeds

This is part of Amazon's push toward **Amazon content marketing** and discovery-driven shopping.

🛠️ How to Create Amazon Posts (Step-by-Step)

1. Log in to Amazon Posts

👉 Visit: https://posts.amazon.com
Sign in with your **Seller Central** or **Vendor Central** credentials.

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2. Set Up Your Brand Profile

(Only required the first time)

- Upload your **brand logo**

- Enter your **brand display name**

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3. Click "Create Post"

You'll see an intuitive dashboard. Click **"Create Post"** to get started.

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4. Upload a Lifestyle Image

- Show your product **in use** or in a real-life setting

- Avoid plain product shots

- Use high-resolution images (min. 640 x 320 pixels)

This helps build **[Amazon lifestyle content](#)** that feels natural and appealing.

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5. Add a Caption

- Highlight a product benefit or use case

- Keep it short, on-brand, and engaging

- Use soft CTAs like *"Shop now"*, *"See it in action"*, etc.

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6. Tag Relevant ASIN(s)

- Select one or more products (ASINs) you want to feature

- This tells Amazon where to display your post

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7. Choose a Product Category

Amazon will suggest relevant categories based on the ASIN. Choose the most accurate one.

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8. Preview and Submit

- Double-check your post

- Click **"Submit for review"**

- Approval usually takes less than 24 hours

📈 Why Use Amazon Posts?

Using **Amazon posts strategy** gives you:

- Free brand exposure

- Visual content on product pages

- A boost to **Amazon brand visibility**

- Extra content to support **Amazon product promotion**

- Alignment with your **Amazon social media marketing** efforts

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🎯 Pro Tips for High-Performing Amazon Posts

- Stay consistent (3–5 posts per week)

- Rotate products and content types

- Reuse content from Instagram/Facebook

- Stay on-brand with color, tone, and message

- Use **Amazon posts beta** as a low-cost marketing tool

🏁 Conclusion

Now that you know **how to create Amazon posts**, it's time to start building engaging content that gets noticed. Amazon Posts are free, powerful, and an underrated tool for boosting brand credibility and conversions.